



Networks in the EC Communication and Information Policy

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Our policy

§ Two-way-communication

§ listen to the concerns of citizens, enterprises and stakeholders

§ Going local

§ adapt European information to local needs of various target groups

§ Communicating in partnership

§ with Member States, other EU institutions, local actors, networks, ...



2008 Communication priorities

- n The Budget Review
- n The Single Market Review
- n The Social Reality Stocktaking
- n Migration
- n The institutional settlement
- n Energy and climate change
- n The EU's role in the world



The Representations of the Commission

- 27 Representations and 8 regional offices
- Their tasks:
 - n Work closely with the media, EU institutions, national and local authorities
 - n Listen to governments, stakeholders, media, citizens and provide feedback
 - n Support the various information and assistance networks operating in the country
 - n Manage the information networks of DG COMM



The DG COMM networks

- EUROPE DIRECT networks
 - 440 Europe Direct Relays
 - 380 European Documentation Centres
 - 770 Team Europe members
- Provide information about EU matters to the general public
- Gather feedback from citizens
- Cooperate with a number of local actors, depending on the type of host structure



Cooperation among networks

- n Presenting a single face to our target groups
- n Offering professional services tailored to the needs of the users
- n This requires
 - Coordination and exchange
 - Use of synergies



In concrete terms at local level

n Know each other and work with each other

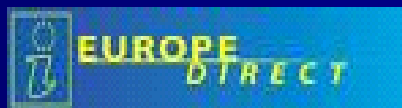
n Signpost clients

n Link on respective webpages

n Joint promotion

n Invitation to events

n





Congratulations!



No
wrong
door